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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/776,069	02/11/2004	Susan Q. Sanders	50160	2097
22929	7590	09/22/2006	EXAMINER	
SUE Z. SHAPER, P.C. 1800 WEST LOOP SOUTH SUITE 1450 HOUSTON, TX 77027			MORRISON, JAY A	
			ART UNIT	PAPER NUMBER
			2168	

DATE MAILED: 09/22/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Interview Summary</b>	<b>Application No.</b> 10/776,069	<b>Applicant(s)</b> SANDERS ET AL.	
	<b>Examiner</b> Jay A. Morrison	<b>Art Unit</b> 2168	

All participants (applicant, applicant's representative, PTO personnel):

(1) Jay A. Morrison, Examiner of Record. (3)\_\_\_\_\_.

(2) Sue Shaper (Reg Num. 31,663). (4)\_\_\_\_\_.

Date of Interview: 07 September 2006.

Type: a) ☒ Telephonic b) ☐ Video Conference  
c) ☐ Personal [copy given to: 1) ☐ applicant 2) ☐ applicant's representative]

Exhibit shown or demonstration conducted: d) ☐ Yes e) ☒ No.  
If Yes, brief description: \_\_\_\_\_.

Claim(s) discussed: 1.

Identification of prior art discussed: Pricewatch.com and Yahoo.com.

Agreement with respect to the claims f) ☐ was reached. g) ☒ was not reached. h) ☐ N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: see Continuation Sheet.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.



Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.

Examiner's signature, if required

The 35 USC 103 rejections based on the Pricewatch.com reference were discussed. Applicant described how the inventor saw the invention as applying a business model and standard of operation to independantly owned websites in order to ensure that the customer could know that they met a certain standard of performance and quality. The application of the pricewatch.com and yahoo.com references given by the Examiner were questioned as to how they taught these elements. No agreement was reached, and the examiner suggested that the Applicant could consider further describing the invention in the independent claim which could help move forward the prosecution of the Application.